COTTON CHATS

TRADE MARK REG U S PAT OFF AND IN CANADA
PRINTED IN U S A

DRAPER CORPORATION HOPEDALE MASS

NUMBER 329 FEBRUARY 1938

Periods of Profit are Short
Get Ready for a Good Start

Times will be good sometime.

We don't know when.

Perhaps you don't know when.

Yet they are as inevitable as death and taxes—and even in spite of taxes.

A wise man prepares for the inevitable, especially if the inevitable means opportunity.

Are you preparing for good times?

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The foundations of most American fortunes made in manufacturing and merchandising were laid in dull times.

Men of vision and courage, able to see the rising sun of a new day when surrounded by the midnight gloom of depression and doubt, have laid plans and re-arranged means and methods of production for the dawn of better

times—and they were off to a good start when business became better.

Good Start Very Important

A good start is becoming ever more essential in the textile industry.

In the past two decades the periods of profitable operation of textile mills have been of short duration but good while they lasted.

They may be that way for some years to come.

If they are, it is vitally important that you take full advantage of these short opportunities for profit.

A good start is essential.

You can make a good start only when you are ready for it.

The sure way for a textile mill to be ready for a quick start with reviving business is to be equipped to produce cloth at the low operating costs made possible by the latest machines.

Do Something Now

Take a good look at your looms.

Are they what you need to carry your mill through the next period of good times?

Will they give you the advantage of an equal start with your competitors?

Do not consider their age; nor the apparent length of life they have left.

Ask yourself if there are better looms made.

Can these better looms be run more economically, more efficiently?

What will happen to your mill if your competitors have an advantage from these more efficient looms?

Sometime, Why Not Now?

You know about high speed looms.

You know that they run 20 per cent faster.

You know that means lower production costs.

You know they are designed to meet requirements of present day weaving—especially in quality fabrics.

You know you are going to want them sometime—when you can afford to buy them.

Will you be better able to buy them after you have run your old looms in competition with them a few years?

You Can't Afford to Wait

You can't afford to wait if you expect to make the most of the next period of good times.

Prices of raw materials have risen. Manufacturing costs are up. Prices of machinery are likely to go up.

Cost of installing and starting is decidedly less at this time.

Your fixers can help in starting up the looms; and both fixers and weavers will have time to study the new mechanisms and become familiar with their operation.

Your mill is not very busy just now. The loss by interruption of production would be almost nothing.

You are worrying about dull times. Plan ahead and make them your opportunity.

And Another Reason for Action Now

In planning ahead for the next period of profits, remember that it will be followed by bad times—sooner than you expect if it is as short as recent good times.

High speed looms set up for profits in good times will keep you out of the red or minimize your losses in the ensuing dull times.

We Practice What We Preach

We practice what we preach in the matter of getting ready for good times. The X Family of high speed looms proves it.

They were developed during the depression.

The X Model was first shown in the spring of 1930. Improvement of that loom and development of the XK and XL Models followed during the succeeding years.

We were ready for a good year in 1937.

We believe in the future of the textile industry in this country.

That is why we keep busy in bad times preparing for better times to come.

It has been good business sense for us.

It has proved of momentous importance to the great industry we serve.

To you it now spells Opportunity.

Seize Your Opportunity

Ancient Rome represented Opportunity with hair on the forehead but bald behind—to symbolize that we must seize it before it passed.

In every period of dull times wise counselors urge men to grab the forelock of Opportunity.

And we have seen those who did making big profits in the succeeding periods of good times.

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Grab your Opportunity before it is too late.

Modernize your mill.

Put in high speed looms.

They will give you the needed quick start on a low production cost basis with the first signs of recovery.